

Avid Perfect Pitch Contest Rules

General Information. The sponsors of the Perfect Pitch Contest (the “Contest”) are Avid Technology, Inc., having a place of business located at Avid Technology Park, One Park West, Tewksbury, MA 01876 USA, and Penton Media, Inc., having a place of business at 249 W. 17th Street, New York, NY 10011, USA (“Sponsors”). By entering the Perfect Pitch Contest, all participants agree to be bound by these official Contest Rules:

NO PURCHASE IS NECESSARY TO ENTER OR WIN, AND NO OBLIGATION OF ANY KIND IS IMPLIED. THIS CONTEST IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW. THIS IS A TRADE PROMOTION ONLY, AND THE CONTEST IS OPEN ONLY TO LEGAL RESIDENTS OF THE COUNTRIES LISTED BELOW, WHO ARE AGE 18 OR OVER, AND WHO MEET THE ELIGIBILITY REQUIREMENTS DETAILED IN THESE OFFICIAL RULES. The Contest begins on January 17, 2008 at 12 a.m. United States Eastern Time (“Eastern Time”), and the first round (online voting) ends on April 1, 2008 at 11:59 p.m. Eastern Time. The deadline for receiving submissions for the second round is 12 a.m. May 1, 2008, and winners will be announced on June 3, 2008. A list of the winners will be published on the Avid and Digital Content Producer websites until September 1, 2008.

Eligibility. There is no charge to a participant entering the Contest. The Contest is open to legal residents of the United States, Canada (excluding the Province of Quebec), Spain, Belgium, Germany, Netherlands, United Kingdom, Denmark, Portugal or Sweden, who are at least 18 years of age on the date of entry. Participants may submit only one entry. Officers, directors, representatives and employees of Penton Media, Inc. and Avid Technology, Inc., their affiliates and subsidiaries, and all others directly involved in this Contest, together with members of their households, whether related or not, are not eligible to participate.

Contest Period. The Contest begins on January 18, 2008 at 12 a.m. Eastern Time, and the first round (online voting) ends on April 1, 2008 at 11:59 p.m. Eastern Time. The deadline for receiving submissions for the second round is 12 a.m. May 1, 2008, and winners will be announced in early June 2008. All entries for the Contest must be received by Sponsor during the Contest Period. The winning entries will be available on the Digital Content Producer web site for a period of up to six months following the conclusion of the contest. All times in these Contest Rules are United States Eastern Time (Standard time or Daylight Savings time, as applicable).

How to enter.

You must be registered with imeem.com. If you are not already registered, visit imeem.com to register for free. To enter, you must create and submit an original video pitch in any language that does not exceed sixty (60) seconds. The entire submission, including title plates, must not exceed 80 seconds. Users upload this video as an avi, mov, flv, m4v, mpg, vob, dv, or wmv to the videos section of the group page <http://theprecfectpitch.imeem.com>. The Entry may not contain any trademarks, logos, or copyrighted elements other than elements owned by the entrant. Any elements that appear in the Entry, including without limitation, images, music, audio, speech, or

other audiovisual materials used must be entirely original, created and performed by the entrant, or be in the public domain. Use of any elements that are not original or in the public domain will result in disqualification of the Entry, in the Sponsor's sole discretion. The Entry may not be obscene or indecent, it must not contain defamatory statements, it must not include threats to any person, place, business, or group, and it must not invade privacy rights or any other rights of any person, business, or group.

Once you have created an Entry that meets each of the requirements set forth above, visit <http://theperfectpitch.imeem.com> (the "Website"), follow the instructions to submit your Entry and submit the required information as your video's description. There is a limit of one (1) submission per person. Entries may not be submitted by a group of more than one (1) person.

The submitted video pitches will be made available for viewing by visitors to the website. These visitors can then vote for their favorite entries by registering and then selecting the entry as a "favorite." Once an entry has been selected as a favorite, it will appear as "favorited," confirming that a vote has been cast. Visitors are limited to one vote per video and may vote on an unlimited number of videos. The twenty (20) entries receiving the largest quantity of "favorite" votes in the first round will move onto the final round. Participant hereby grants to each website user a non-exclusive license to access the video pitch through the website, and to use, reproduce, distribute, prepare derivative works of, display and perform such video pitch as permitted through the functionality of the website and under these Contest Rules. For consideration in the final round, the top twenty (20) finalists must submit 1-2 page business plans and cover letters explaining why they are capable of getting films made and distributed.

Entrants must also provide full contact information including name, address, phone number and e-mail – with their submissions. The contact information will be used to contact the contest winners. Personal information will be held by the Sponsors in accordance with the Privacy Policy detailed on Avid's website at www.avid.com/legal/#privacy

Participants represent and warrant that each submitted entry, including video, music, lyrics, audio, graphics and other, (i) is wholly original and owned by them and is not copied from any commercial or proprietary source or otherwise copyrighted by any other party; (ii) is not protected by trade secret; or (iii) is not subject to any third party rights whatsoever, including privacy and publicity rights; unless it is the owner of such rights or has documented permission from its rightful owner to post the material and to grant Sponsor all of the license rights granted herein. Participant confirms that it has the written consent, release, and/or permission of each and every identifiable individual person in the video to use the name or likeness of each and every such identifiable individual person to enable inclusion and use of the video in the manner contemplated by the website and these Contest Rules. Participants agree that the submission and use of each entry shall be subject to and governed by the Contest Rules.

In consideration of the opportunity to participate in this Contest, entrants expressly grant Sponsors an irrevocable license to modify, use, reproduce, electronically publish, and display the submitted material in all media, means, and forms and without any payment to entrants. Subject to the foregoing license, entrants will retain ownership over the content submitted in their video pitches. ENTRANTS AGREE THAT THE SUBMISSION AND USE OF EACH ENTRY

SHALL BE SUBJECT TO AND GOVERNED BY SPONSOR'S TERMS OF USE AND PRIVACY POLICY FOUND ON SPONSORS' WEBSITES AT www.avid.com/legal/#privacy.

Prizes. Prizes will be awarded at three levels. The top twenty (20) finalists, four (4) runners up, and one (1) grand prize winner. Prize details are as follows:*

Top 20 Finalists

- Free business plan/budgeting resources (estimated value: \$250 USD)
- Avid editing software (estimated value: \$1,500 USD)

Four Runners Up

- Avid editing software and hardware (estimated value: \$3,000 USD)

Grand Prize Winner

- Trip to Sundance Independent Producers' Conference, including round-trip airfare, lodging and conference fees, and food and beverage per diem. Winner will be responsible for airport transportation and any incidental charges, (estimated value: \$5,000 USD)
- Trailer cut for free by Hollywood Trailer House, Secret Headquarters Incorporated (estimated value \$12,000 USD)
- Three hours of consulting time with distribution expert, Stacey Parks (estimated value: \$1,500 USD)
- Three hours of consulting time with cinematography expert, Jon Fauer (estimated value: \$1,500 USD)
- Avid editing software and hardware (estimated value: \$3,000 USD)
- HP mobile workstation 8710w (estimated value: \$2,200 USD)

Conduct of the Contest and selection of the winners are in Sponsors' sole discretion, and Sponsors' decisions are final and binding. Sponsor will be the sole arbiters in any dispute. Prizes are not transferable and non-saleable. No alternative prize, cash equivalent, or other substitution is allowed except at Sponsors' sole discretion. All local, state and federal taxes, registration, license, title and other fees, costs and expenses are the sole responsibility of the winner. Sponsors reserve the right to change or substitute the Prizes awarded without notice.

Selection of Winners and Judging Criteria. All eligible entries will be judged in the first round by quantity of online votes received by visitors to the website. The top twenty (20) finalists will be required to submit additional materials and will then be judged by panel of professional judges. Judges will be picked by the Sponsors and the Sponsors reserve the right to change the panel of judges without notice. The judging criteria to be used in the final round will be originality and creativity of the pitch combined with demonstrated ability to get the film produced. By participating in the Contest, entrants agree to abide by the Contest Rules and accept the Judges' decisions as final and binding in all respects.

The top twenty (20) finalists will be notified by e-mail or phone on April 4, 2008. If your e-mail address or phone number changes after you enter the Contest, please notify us by the close of the Contest Period either by e-mail to perfectpitch@avid.com or by first class mail or international

* Estimated prize values are based on current or predicted MSRP (Manufacturer's Suggested Retail Price) for products and services, estimated costs for travel or accommodations which may be subject to change and estimated market value of services.

private delivery service at Perfect Pitch Contest, Avid Technology, Inc., One Park West, Tewksbury, MA 01876 USA, so that we can contact you if you win. If Sponsors are unable to reach a winner within forty-eight (48) hours, Sponsors reserve the right to choose an alternate winner.

The winners shall be required to submit valid identification to Sponsors and to execute an affidavit of eligibility and a liability/publicity release within seven (7) days following the first attempted notification and to mail such materials to Perfect Pitch Contest, Avid Technology, Inc., One Park West, Tewksbury, MA 01876 USA. Failure to comply within this time period may result in disqualification and the awarding of the prize to an alternate winner in Sponsors' discretion. If a winner cannot be contacted, is ineligible, fails to claim a prize or fails to return the completed and executed affidavit/release as required, or if the prize notification or prize is returned as undeliverable, the prize will be forfeited. If a prize is unclaimed, an alternate winner will be selected.

The Sponsors reserve the right to post the names and videos of the top twenty (20) finalists at the end of the first round and of the four (4) runners-up and one (1) grand prize winner at the conclusion of final round on the Sponsor's web site (www.avid.com).

Prizes will be distributed to the winners within thirty (30) days of the award.

Consent to Publicity and Release. Each winner agrees to Sponsors' use of his/her name and likeness for advertising and publicity purposes, without additional compensation, unless prohibited by law. By entering, the participant releases and agrees to indemnify and hold harmless Sponsors and their respective parents, subsidiaries, affiliates, directors, officers, employees, agents and licensors from any and all liability or any injuries, loss or damage of any kind arising from or in connection with participation in the Contest, including but not limited to any third party claim based upon copyright, trademark, image use rights (persons and properties), publicity rights, defamation, invasion of privacy, or any other intellectual property rights against the Sponsor originating from the video and/or elements used in the video and triggered by the use of the video and/or its elements by Sponsors and/or their affiliates or partners.

Privacy Policy: Sponsors may use personal information submitted by participants in a completed entry form in accordance with the terms of Sponsors' Privacy Policy. Avid Technology's Privacy Policy may be viewed at Sponsor's website at www.avid.com/legal/index.html#privacy.

Disclaimer. Sponsors are not responsible for typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, the Contest Rules, the selection and announcement of the winners or the distribution of the prizes. Sponsors are not responsible for lost, late, or misdirected entries, or for incorrect, inaccurate or incomplete entry information whether caused by a contestant or an equipment or technical malfunction or a virus or any other reason, or for any technical error or malfunctions or clerical errors.

Sponsors assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized

access to, or alteration of, entries. Sponsors are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers of computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest. Sponsors are not responsible for loss, delay, or damage in the shipping of any prizes. Sponsors reserve the right to discontinue the Contest at any time, in which event, only entries received prior to that date will be considered. Sponsors reserve the right to withdraw or amend this competition without notice.

Disruption. Sponsors reserve the right in its sole discretion to modify, suspend, terminate or cancel all or any portions of the Contest because of technical errors or malfunctions, viruses, hackers, or for other reasons that corrupt or impair the administration, security, or fairness of the Contest in any manner. Sponsor also reserves the right in its sole discretion to disqualify any entrant who fails to comply with these Contest Rules, who attempts to enter the Contest in any manner or through any means other than as described in these Contest Rules, or who attempts to disrupt the Contest or to circumvent any of these Contest Rules.

Governing Law. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of participant and Sponsors in connection with the Contest, shall be governed by, and construed in accordance with the laws of the Commonwealth of Massachusetts without regard to the conflict of laws rules that would cause the laws of any other jurisdiction to apply. Void where prohibited or otherwise restricted. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable then it shall be severed and deleted from these terms and conditions and the remaining clauses shall survive, remain in full force and effect.

Rules. For a hardcopy of these Contest Rules, send a self-addressed, stamped envelope to Avid Technology, Inc., Avid Perfect Pitch Contest (Contest Rules), One Park West, Tewksbury, MA 01876 USA. Sponsor reserves the right to modify these Contest Rules for clarification purposes without materially affecting the terms and conditions of the Contest. Requests for Contest Rules must be received by April 1, 2008.

Sponsors. The Sponsors of the Contest are Avid Technology, Inc., One Park West, Tewksbury, MA 01876 USA, and Penton Media Inc., of 249 W. 17th Street, New York, NY, 10011 USA.

I agree to be bound by these rules. I have read and understood the Privacy Policy to this website.

I do not agree to be bound by these rules.